

# LOUVELO & LOUISVILLE METRO

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*Matthew Glaser, GM LouVelo Bike Share*

*LouVelo*





# BIKESHARE



“Bike sharing is an innovative transportation program, ideal for short distance point-to-point trips providing users the ability to pick up a bicycle at any self-serve bike-station and return it to any other bike station located within the system's service area.”

[pedbikeinfo.org](http://pedbikeinfo.org)



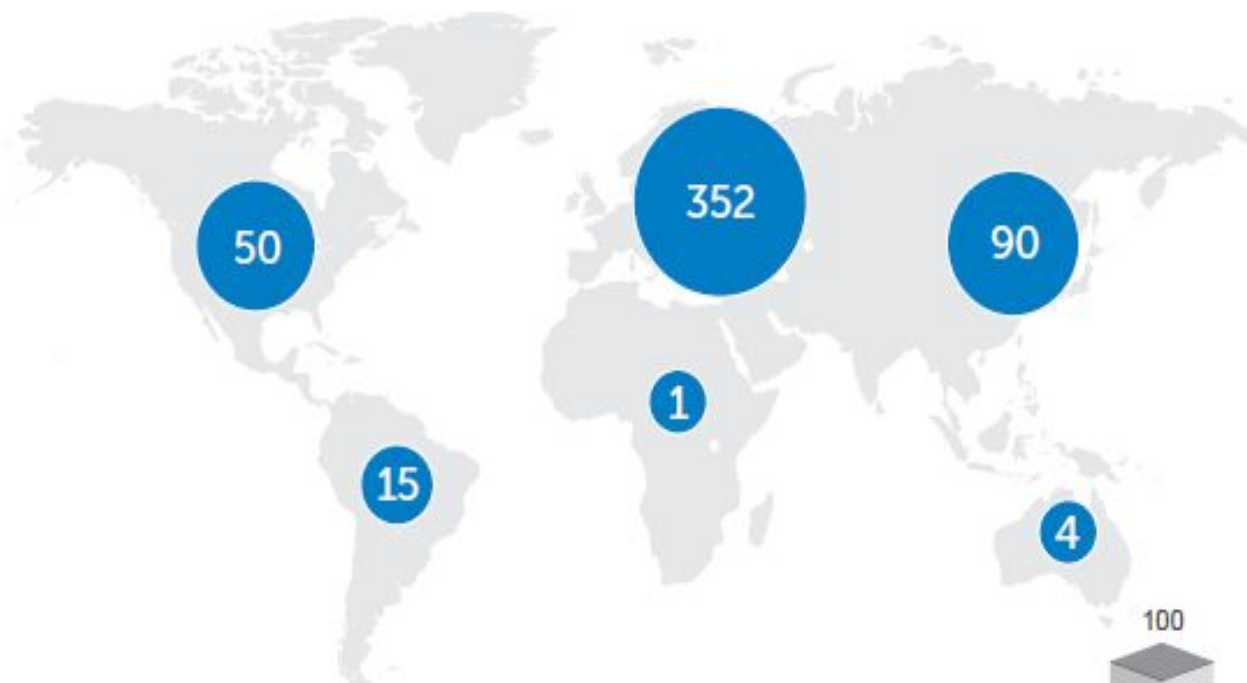
# BIKESHARE

Bike share has seen explosive global growth in recent years. There are currently over 700 bike-sharing programs around the world, offering approximately 1 million public bicycles.

In the United States, Washington, DC was the first major city to launch a self-service bike share system (SmartBike, which offered 120 bikes at 10 stations, was a public-private partnership between the District of Columbia DOT and Clear Channel Outdoor, and operated for two years after launching in August 2008). Since then, many cities across the U.S. have joined, and by the end of 2014 it is projected that approximately 70 cities and 40,000 public bicycles will be rolling all across North America.

**700+**

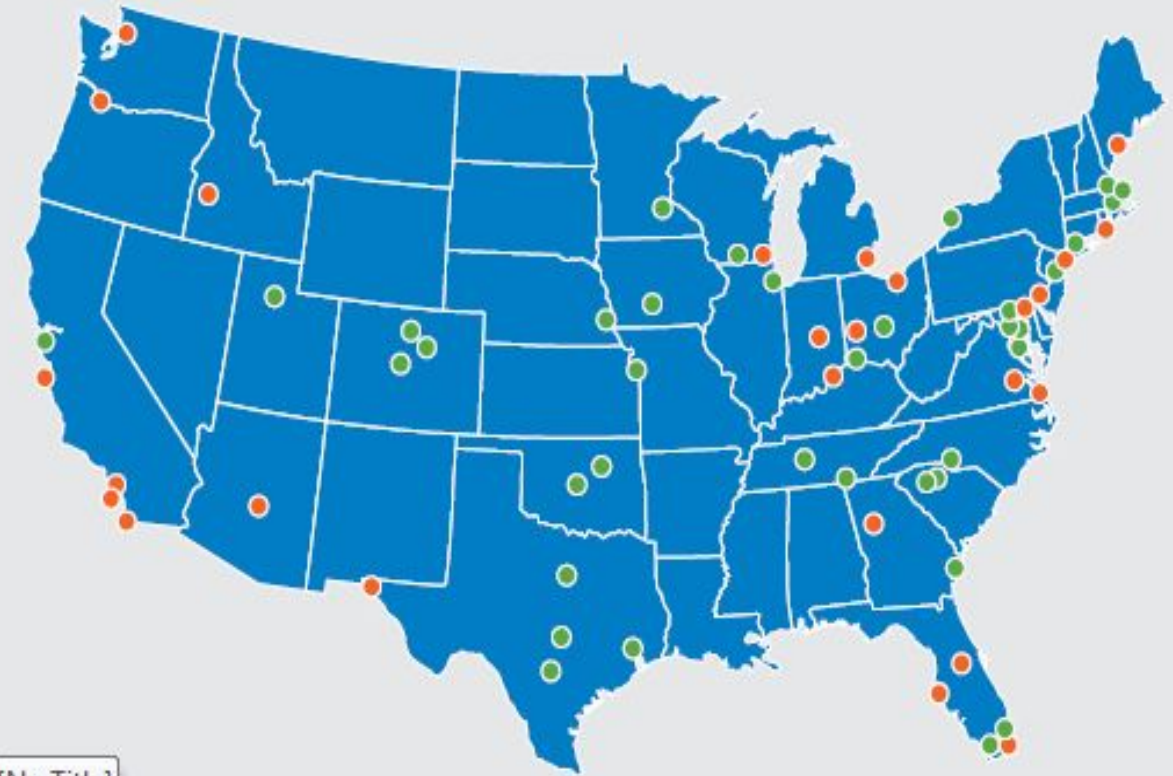
WORLDWIDE BIKE SHARE PROGRAMS ARE CURRENTLY ACTIVE OR IN DEVELOPMENT



## Bike Share Growth in the United States



## BIKE SHARE SYSTEMS IN THE UNITED STATES



[No Title]

### ACTIVE CITIES

Alexandria, VA  
Arlington, VA  
Aspen, CO  
Austin, TX  
Boston, MA  
Boulder, CO  
Brookline, MA  
Broward County, FL  
Buffalo, NY  
Cambridge, MA  
Charlotte, NC  
Chattanooga, TN  
Chicago, IL  
Cincinnati, OH  
College Park, MD  
Columbus, OH  
Denver, CO  
Des Moines, IA  
Fort Worth, TX  
Greenville, SC  
Houston, TX  
Indianapolis, IN  
Kailua, Oahu, HI  
Kansas City, MO  
Madison, WI  
Miami Beach, FL  
Milwaukee, WI  
Minneapolis, MN  
Nashville, TN  
New York City, NY  
Oklahoma City, OK

Omaha, NE  
Rockville, MD  
Salt Lake City, UT  
San Antonio, TX  
San Francisco, CA  
Santa Clara City, CA  
Savannah, GA  
Somerville, MA  
Spartanburg, SC  
Tulsa, OK  
Washington, DC

### PLANNED CITIES

Anaheim, CA  
Atlanta, GA  
Baltimore, MD  
Boise, ID  
Bridgeport, CT  
Cleveland, OH  
Dayton, OH  
Detroit, MI  
El Paso, TX  
Hoboken, NJ  
King County, WA  
Long Beach, CA  
Long Beach, NY  
Louisville, KY  
Miami, FL  
Norfolk, VA  
Orlando, FL  
Philadelphia, PA  
Phoenix, AZ  
Pittsburgh, PA  
Portland, ME  
Portland, OR  
Providence, RI  
Richmond, VA  
San Diego, CA  
Sacramento, CA  
Santa Monica, CA  
Tampa Bay, FL

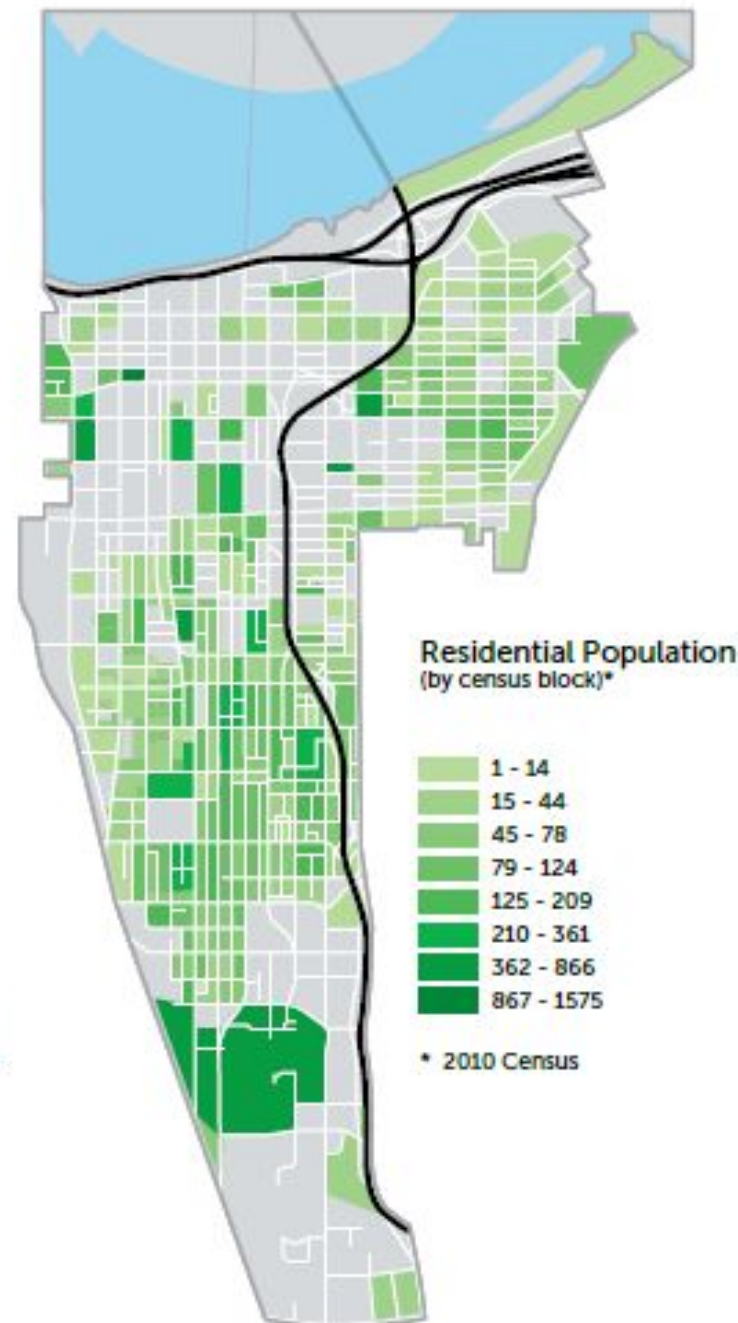
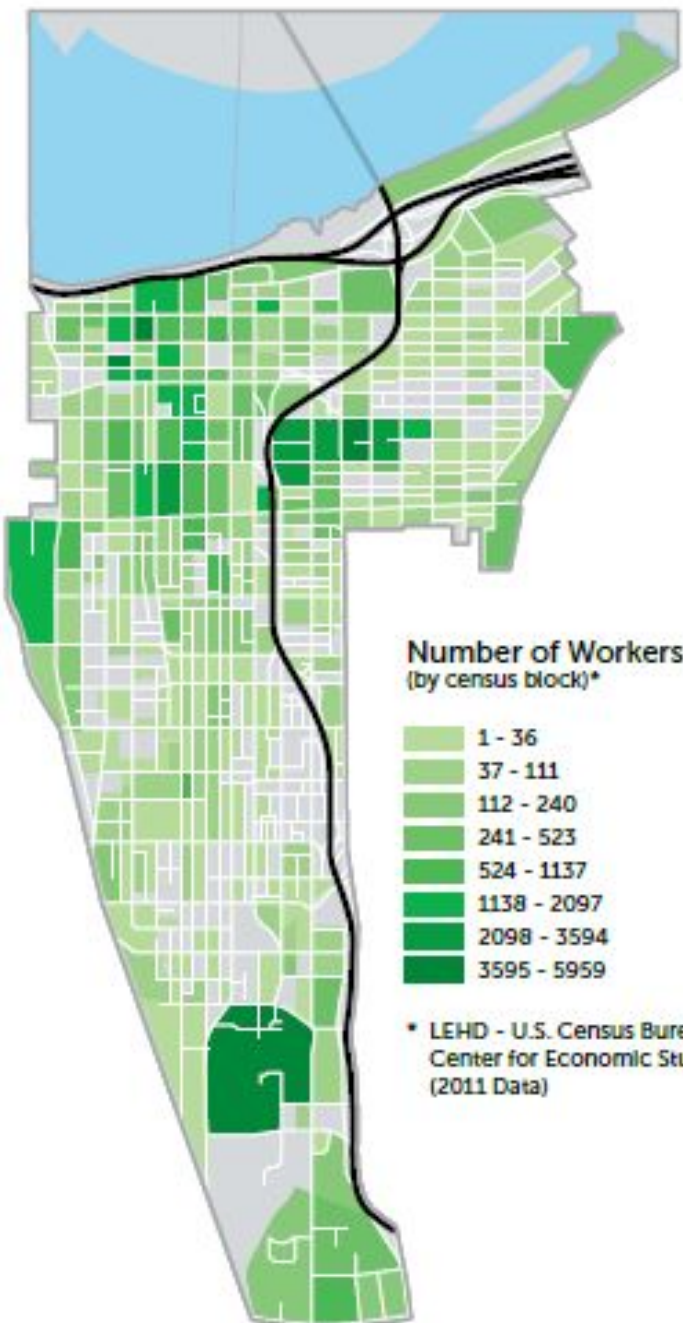


# PLANNING PROCESS

## Employment and Population Density

Identifying areas with the highest employment and residential populations can be done with the most recent US Census data. Below, you can see the high employment density and low residential of the downtown core. Inversely, Old Louisville and the University have large residential populations, and smaller (though still present) employment numbers. Consequently, stations in these different centers

of activity will see different periods of use and flow of bikes. For example, in the morning, commuters will use bikes to get from residential areas to denser employment districts. Throughout the day and especially during lunch, employment district stations traditionally see the most activity. In the evening, bikes are often used to get to more commercial and retail districts, and back to residential areas.



## Key Bike Share Trip Generators



LARGE  
EMPLOYERS AND  
PUBLIC SERVICES



LOCAL HOTELS  
AND POPULAR  
ATTRACTIONS



EXISTING  
TRANSIT HUBS  
AND CYCLING  
INFRASTRUCTURE



PROXIMITY  
TO COLLEGE  
STUDENT  
POPULATION



DENSE  
RESIDENTIAL  
AREAS

Where are people working?

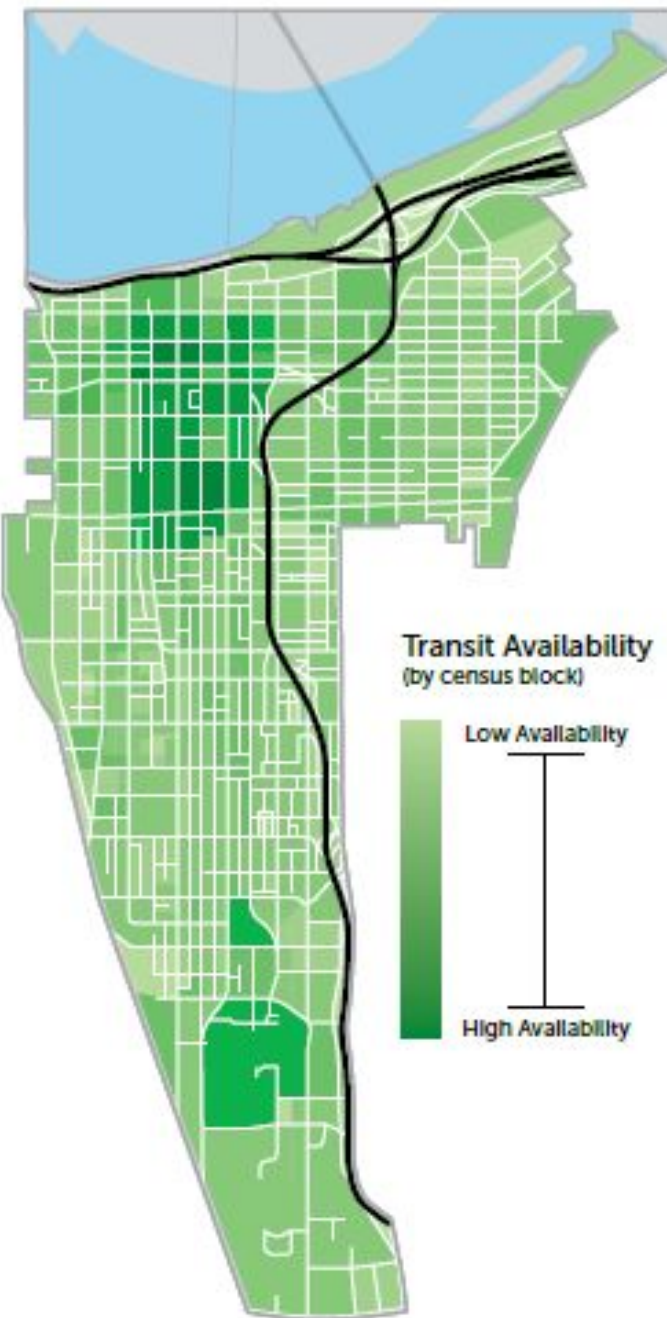
Based on U.S. Census Bureau Center for Economic Studies (2011 Data)



# PLANNING PROCESS

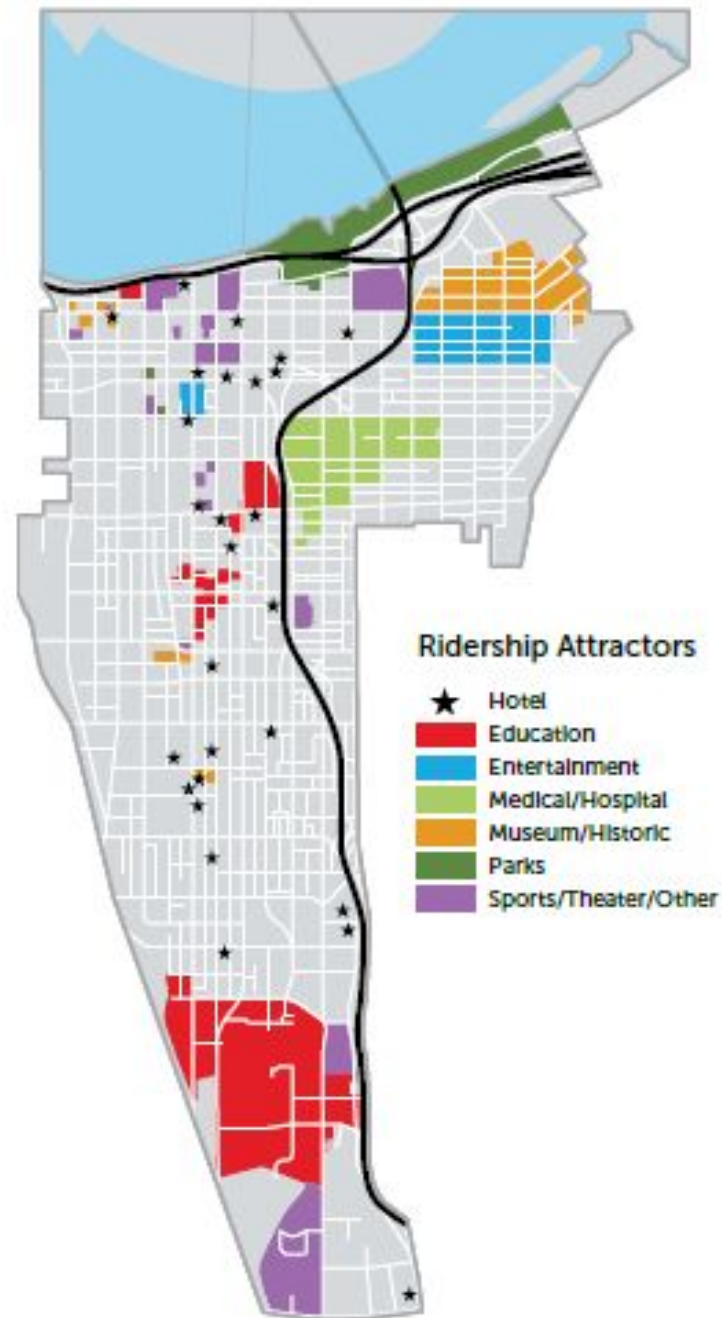
## Transit

Bike share can complement existing transportation networks. With increased mobility and options, bike share bridges the gap between transit stops and destinations. Working together both systems can better serve users, decrease trips taken by car, and increase both transit and bike share ridership. For example, bike share stations in Old Louisville's more residential neighborhoods can connect residents to more transit stops and routes in the area.



## Attractions

Identifying where people go is an important part in anticipating how the system will be used. Some users may check out a bike by an office or hotel and ride to a destination; a favorite restaurant, museum, grocery store, movie theater, or university. With bike share, users find that they can travel farther and faster than they can on foot. This means more choices on a lunch break or the opportunity to explore a new part of town.

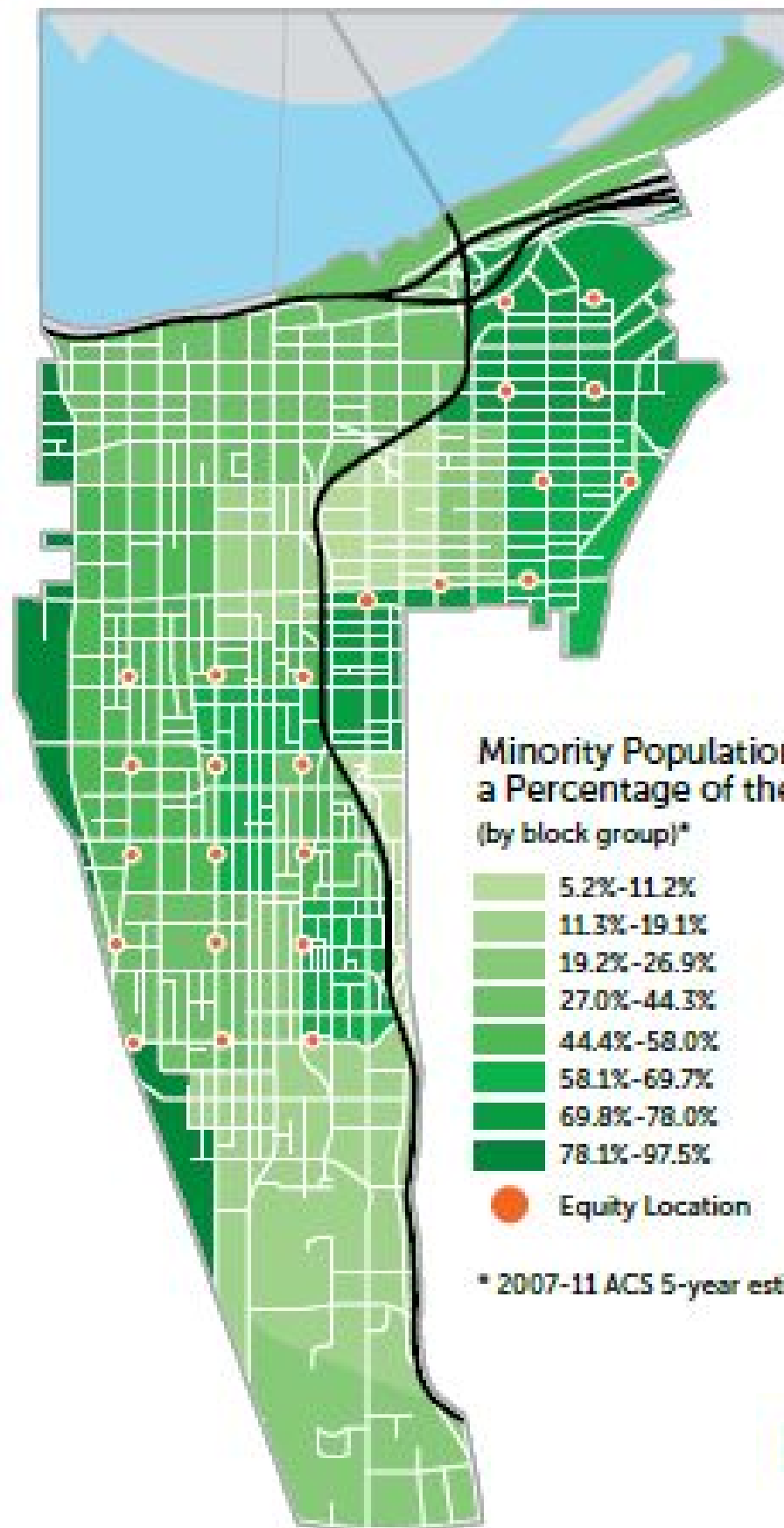


## Linking to Transit & Attractions!



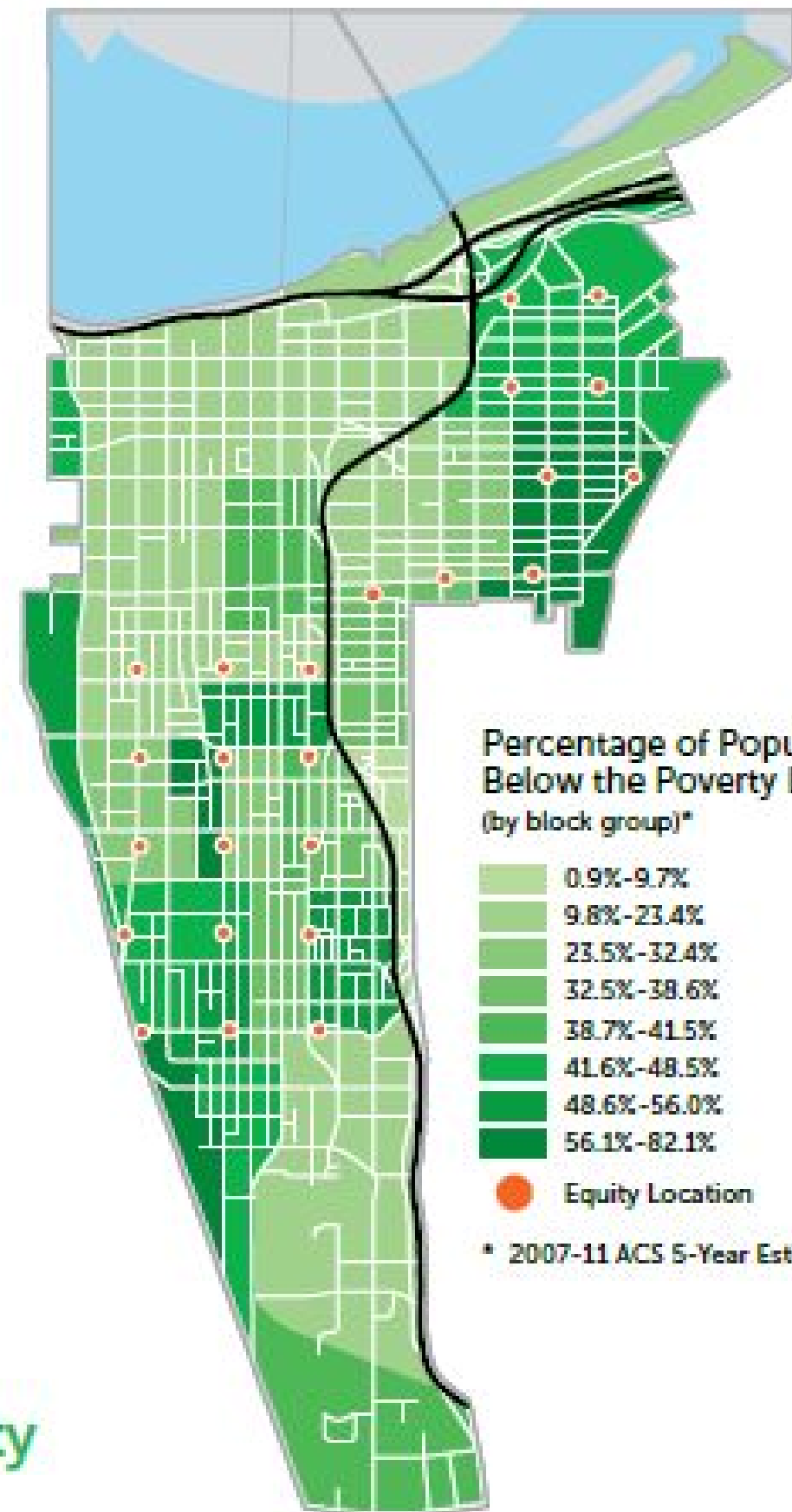
One of the all-electric Zerobuses.

# PLANNING PROCESS



\* 2007-11 ACS 5-year estimates

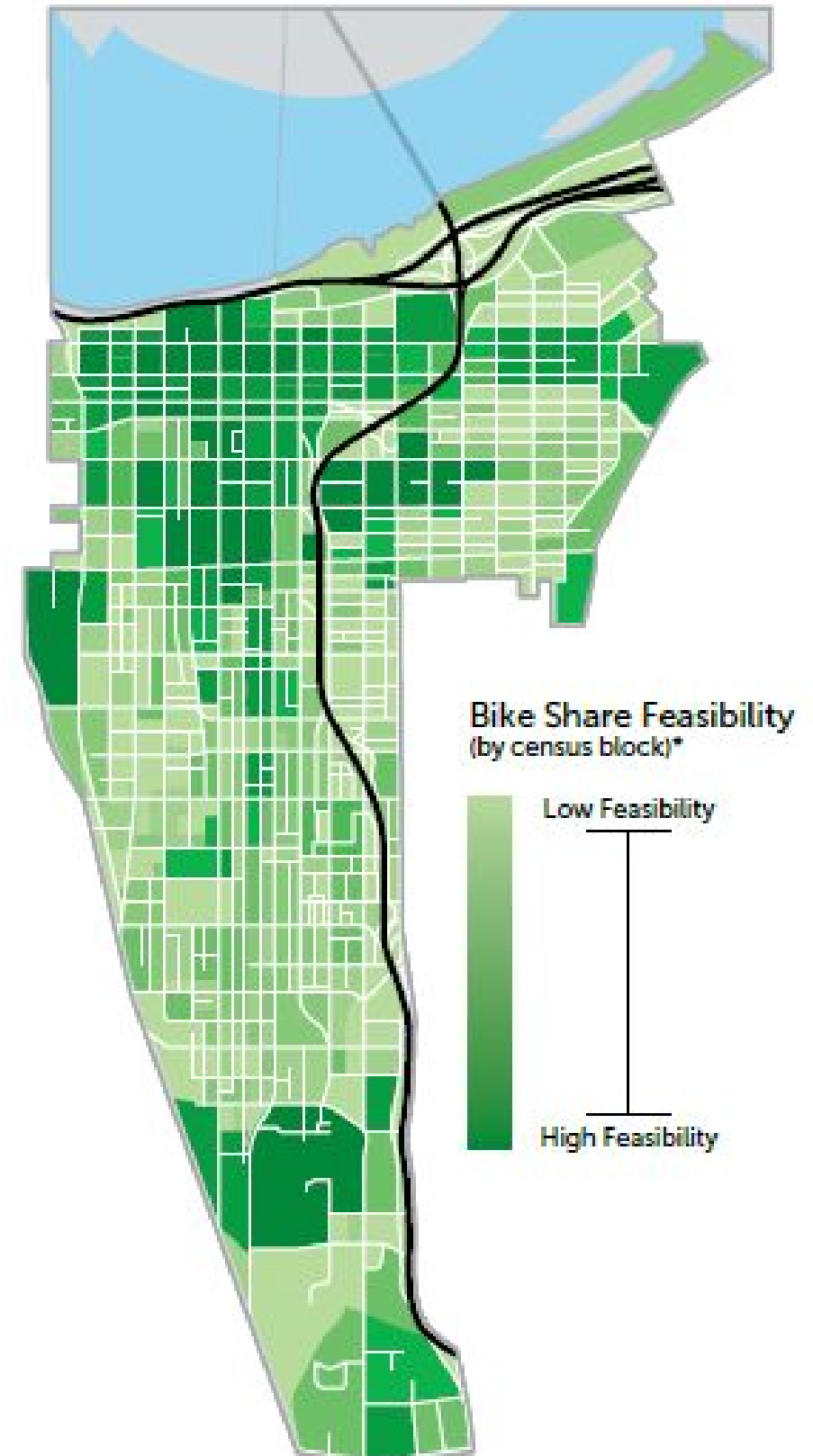
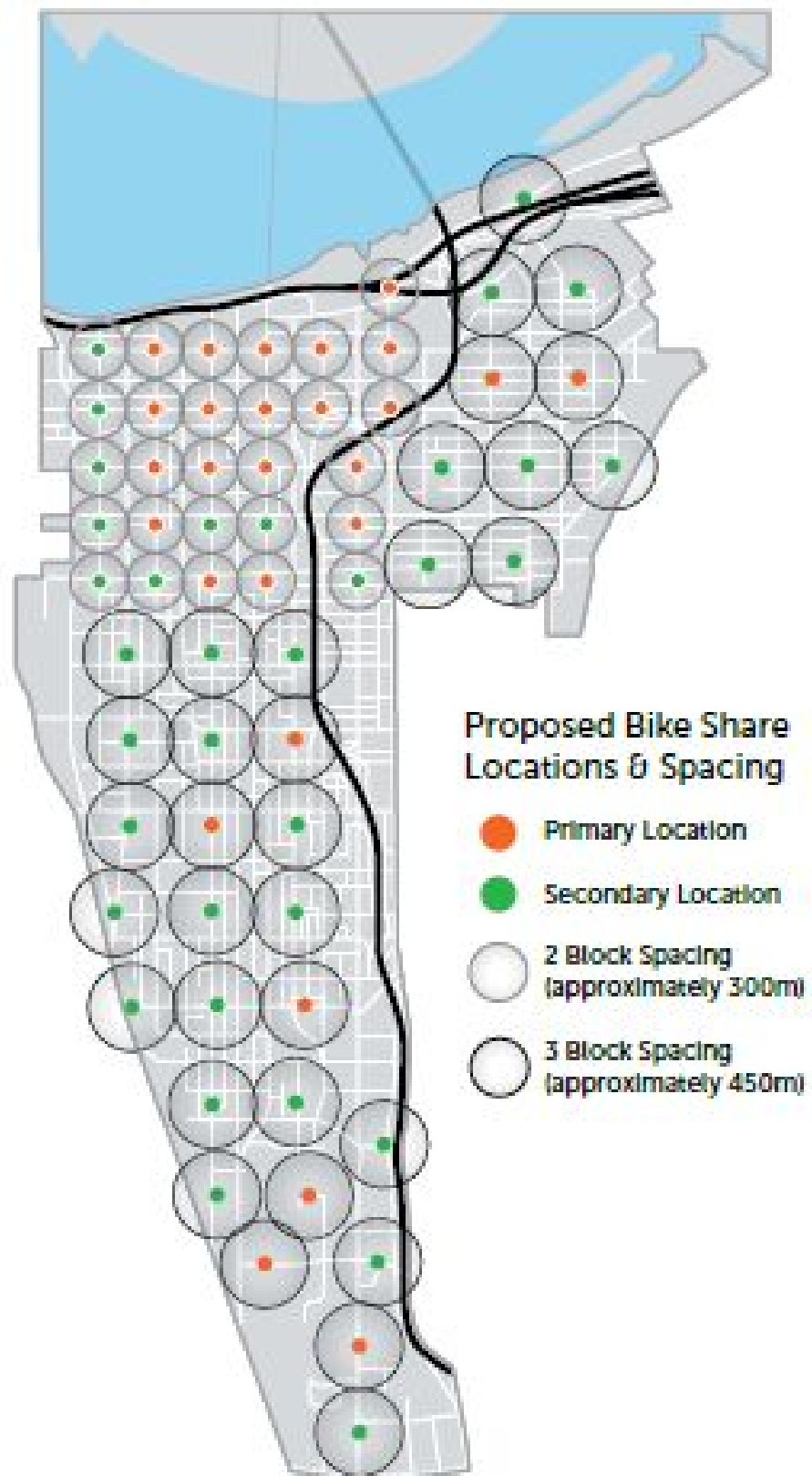
Equity



\* 2007-11 ACS 5-Year Estimates

# PLANNING PROCESS

## Bike Share Feasibility





# COMMUNITY ENGAGEMENT

**Louisville Bike Share Program**

**What is Bike Share?**  
Bike sharing is an innovative transportation program, ideal for short distance point-to-point trips providing users the ability to pick up a bicycle at any self-service bike station and return it to any other bike station located within the system's service area.

**What does it cost?**  
Users may utilize the bike share system either by paying for memberships or by one time users fees. Annual memberships may cost \$75. Day passes may be available at a cost of \$7 for unlimited 90 minute trips. Single 30 minute trip rates may cost \$3.50. Discounted corporate memberships will be available. Cents are subject to change based on vendor selection.

**When will bike share start?**  
Louisville's bike share system is slated to open in summer of 2015. The initial system will consist of 100 bikes and operate year round.

Learn more by visiting: [www.louisvilleky.gov/government/bike-louisville/bikesshare](http://www.louisvilleky.gov/government/bike-louisville/bikesshare)



**BIKE SHARE QUICK FACTS**

**WORLDWIDE**  
500 CITIES 500,000 BIKES

**BIKE SHARE IN THE USA**  
50 Cities by 2014

3,143 sq ft parking spaces can hold 1000 cars or 100 bikes, generating:

Mode	Cost	Revenue
Car	\$27	\$97
Bike		
Assembly		

Customers who arrive on bikes frequent businesses more often and spend more money on average than those that arrive by car.

**BIKE SHARE IS GOOD FOR ME :-)**

FUN HEALTHY  
CONVENIENT SOCIAL  
GREEN LOCAL  
ENGAGING DISCOVERY

**AND MY HEALTH**

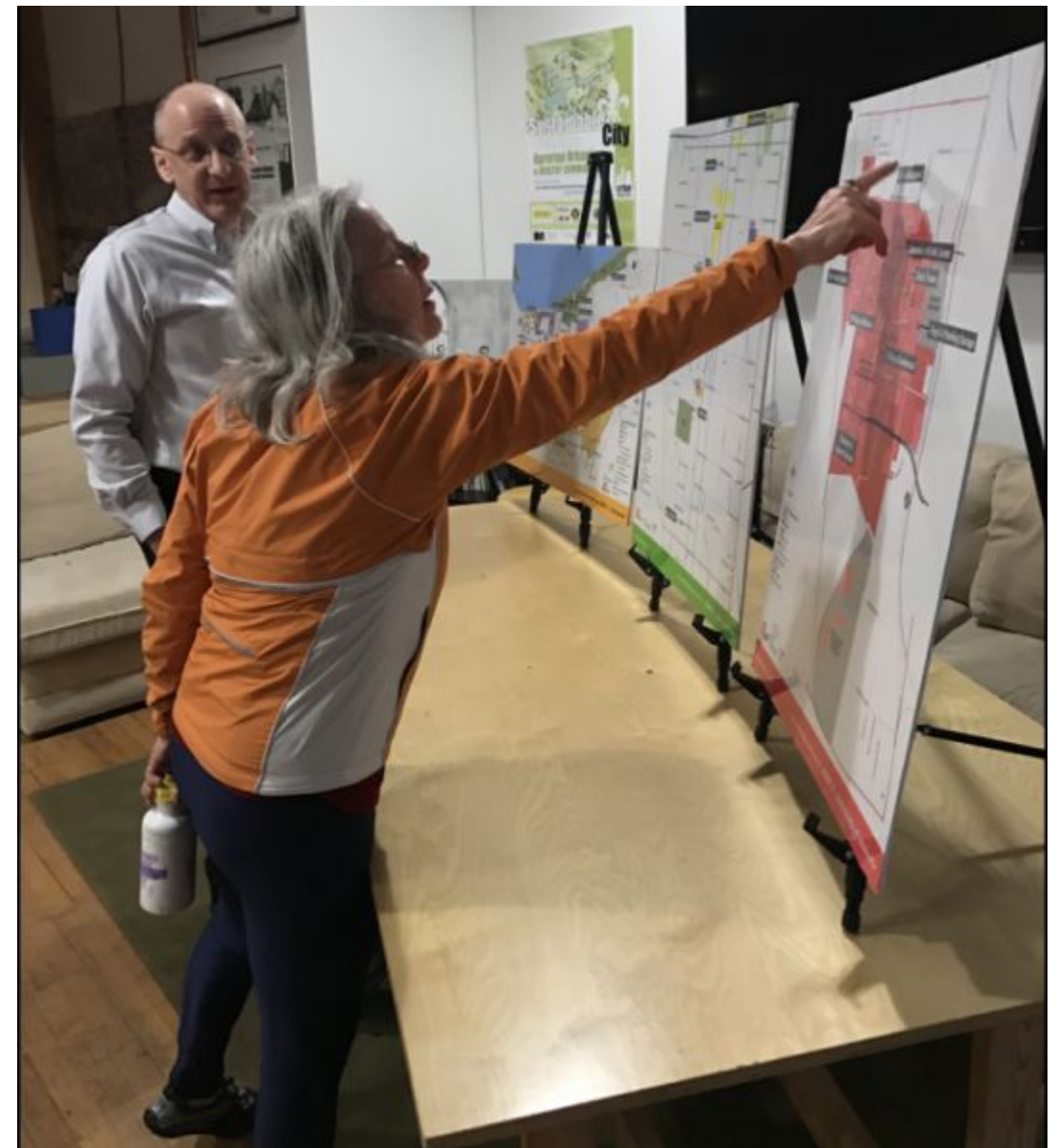
3 Hrs riding per week = Reduces the risk of heart disease 50%  
Adolescents who bike are 48% Less likely to be Over-weight

**AND FOR BUSINESS**

\$7 200 35%

The amount of money spent on transportation is a significant factor in business location decisions. A study by the U.S. Census Bureau found that businesses are more likely to locate in areas with high transit accessibility.

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# COMMUNITY ENGAGEMENT



Louisville Mayor Greg Fischer, right, talks with Andy Murphy before a press conference to unveil LouVelo, the city's new bike share program. LouVelo will feature 305 bikes located at 28 stations throughout Louisville, one of which is located on the Spalding campus. April 14, 2017 (Photo: Angela Shoemaker, Special to CJ)





# URBAN BIKE NETWORK (PRE 2013)

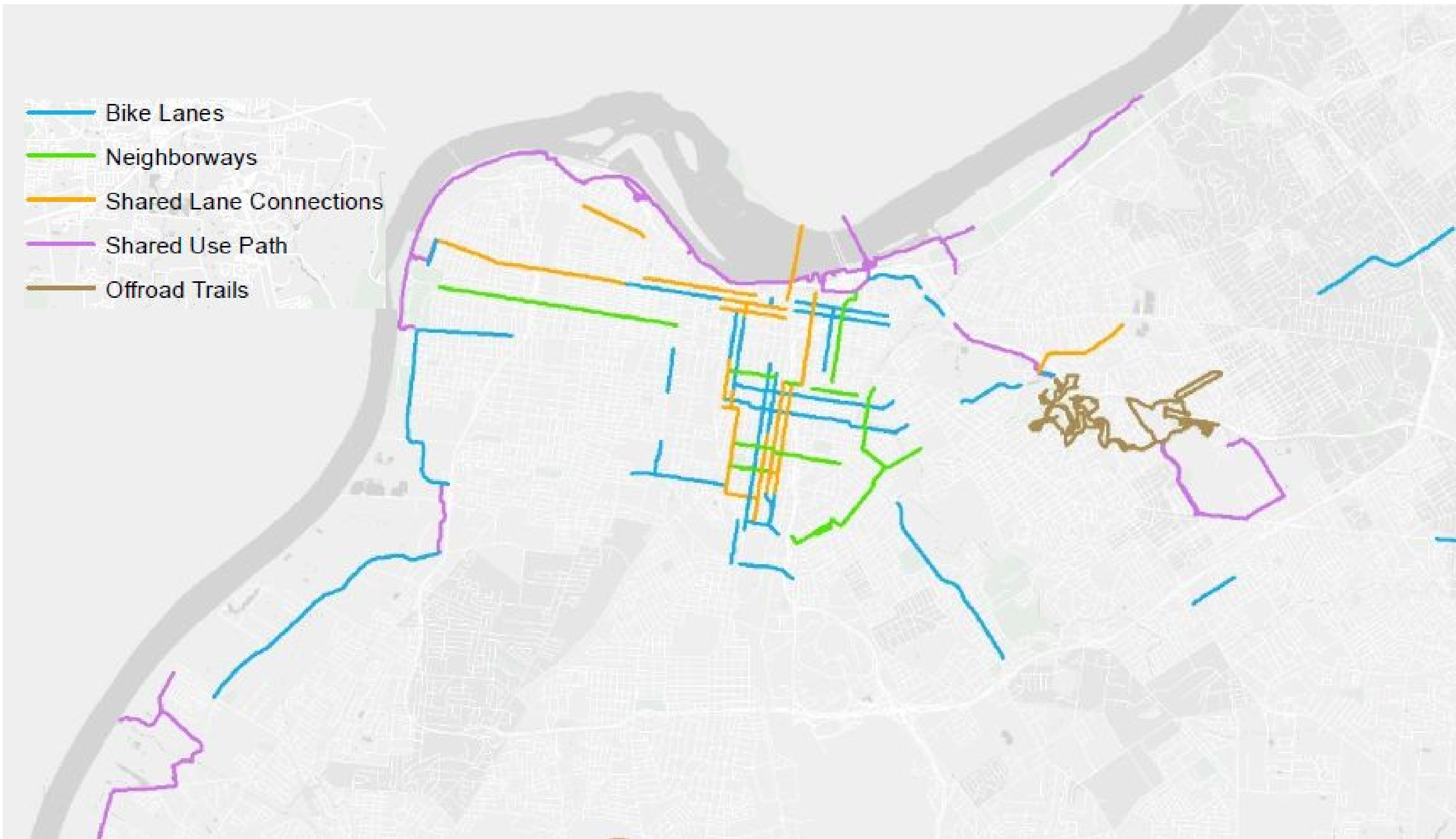
- Bike Lanes
- Neighborways
- Shared Lane Connections
- Shared Use Path
- Offroad Trails





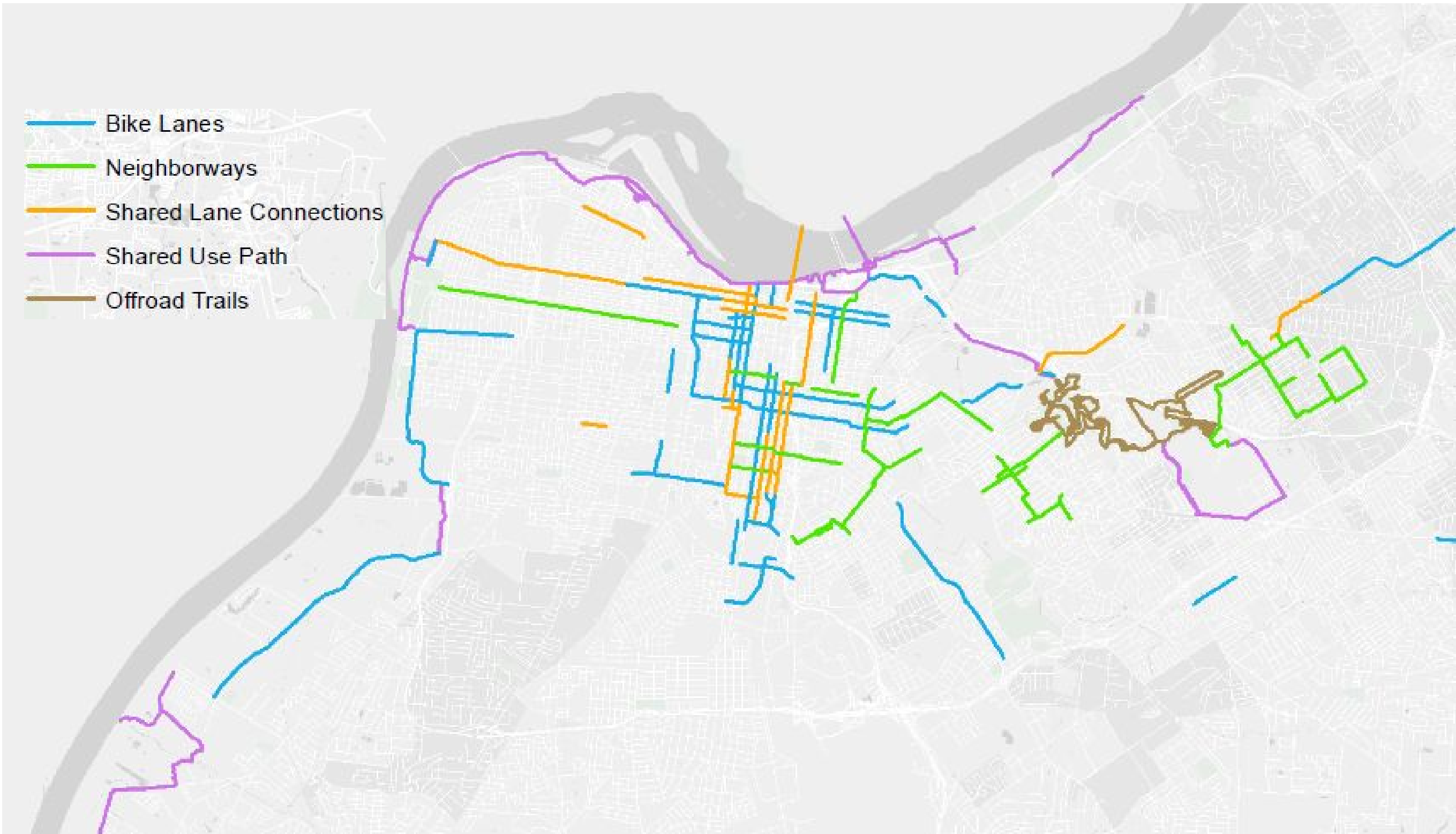
# URBAN BIKE NETWORK (2014)

- Bike Lanes
- Neighborways
- Shared Lane Connections
- Shared Use Path
- Offroad Trails



# URBAN BIKE NETWORK (2016)

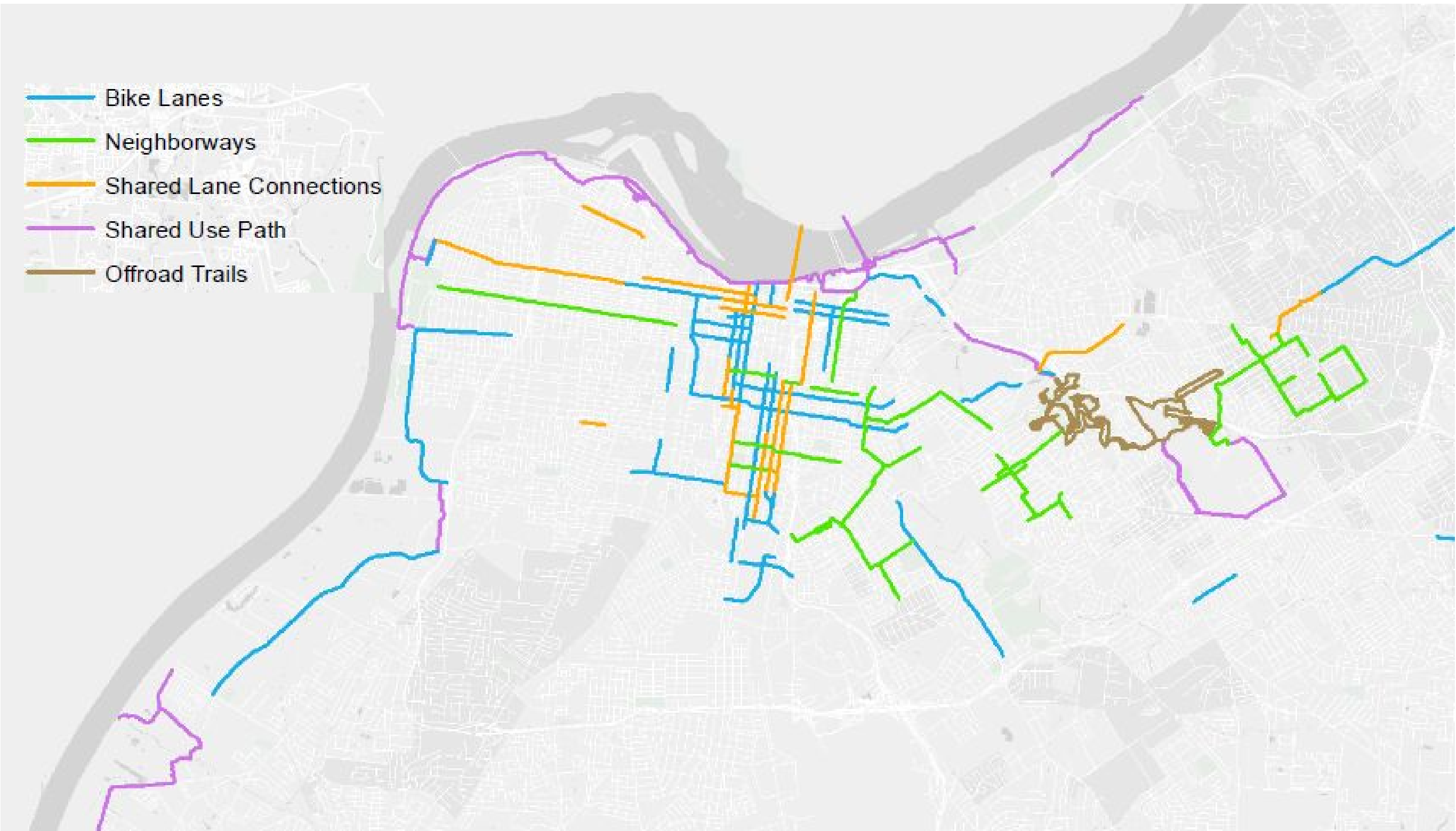
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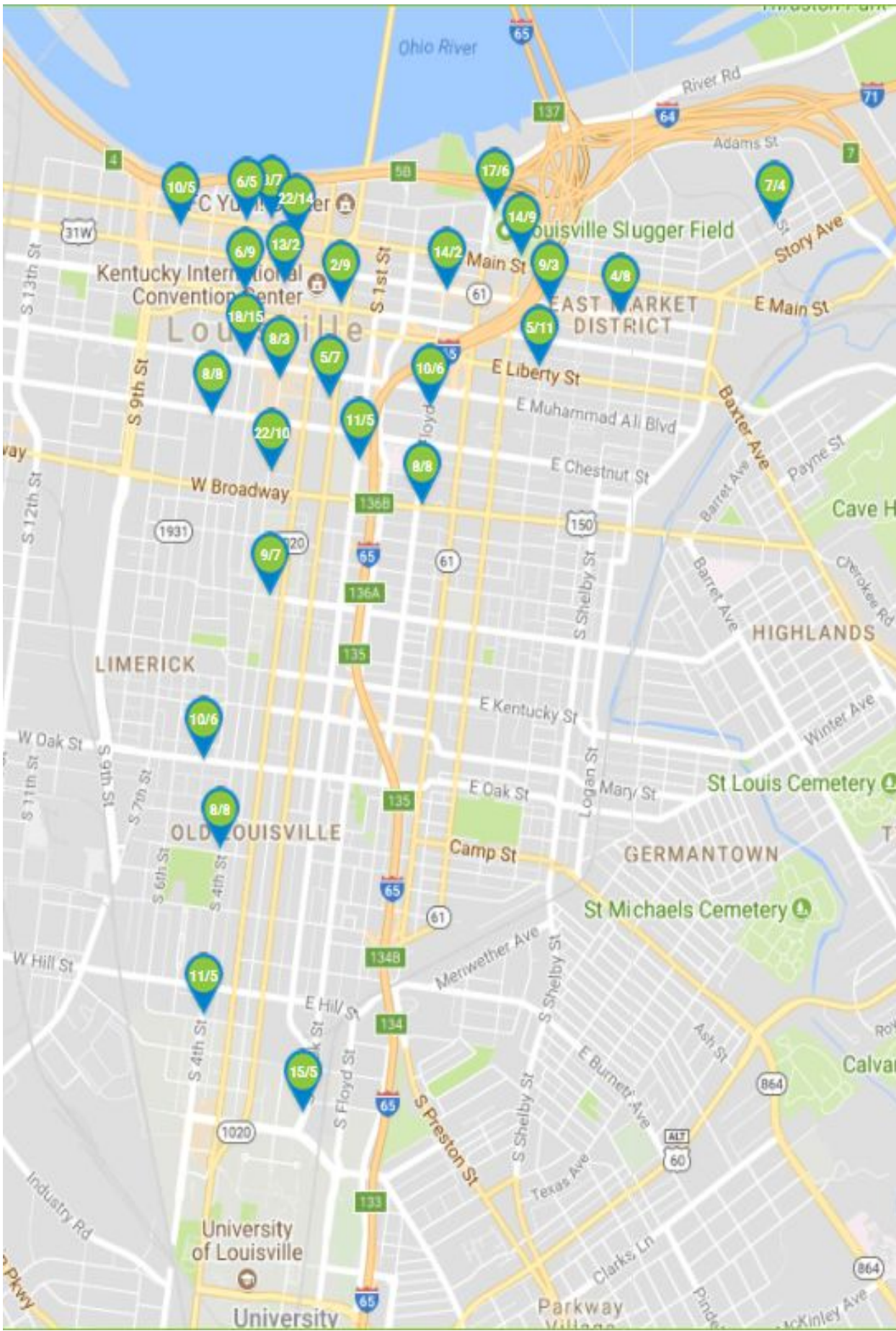


# URBAN BIKE NETWORK TODAY

- Bike Lanes
- Neighborways
- Shared Lane Connections
- Shared Use Path
- Offroad Trails



# LOUISVILLE'S BIKESHARE



27 Stations  
305 Bikes

Links:

- Downtown
- Medical District
- NuLu
- Old Louisville
- University of Louisville



# Organizational Structure

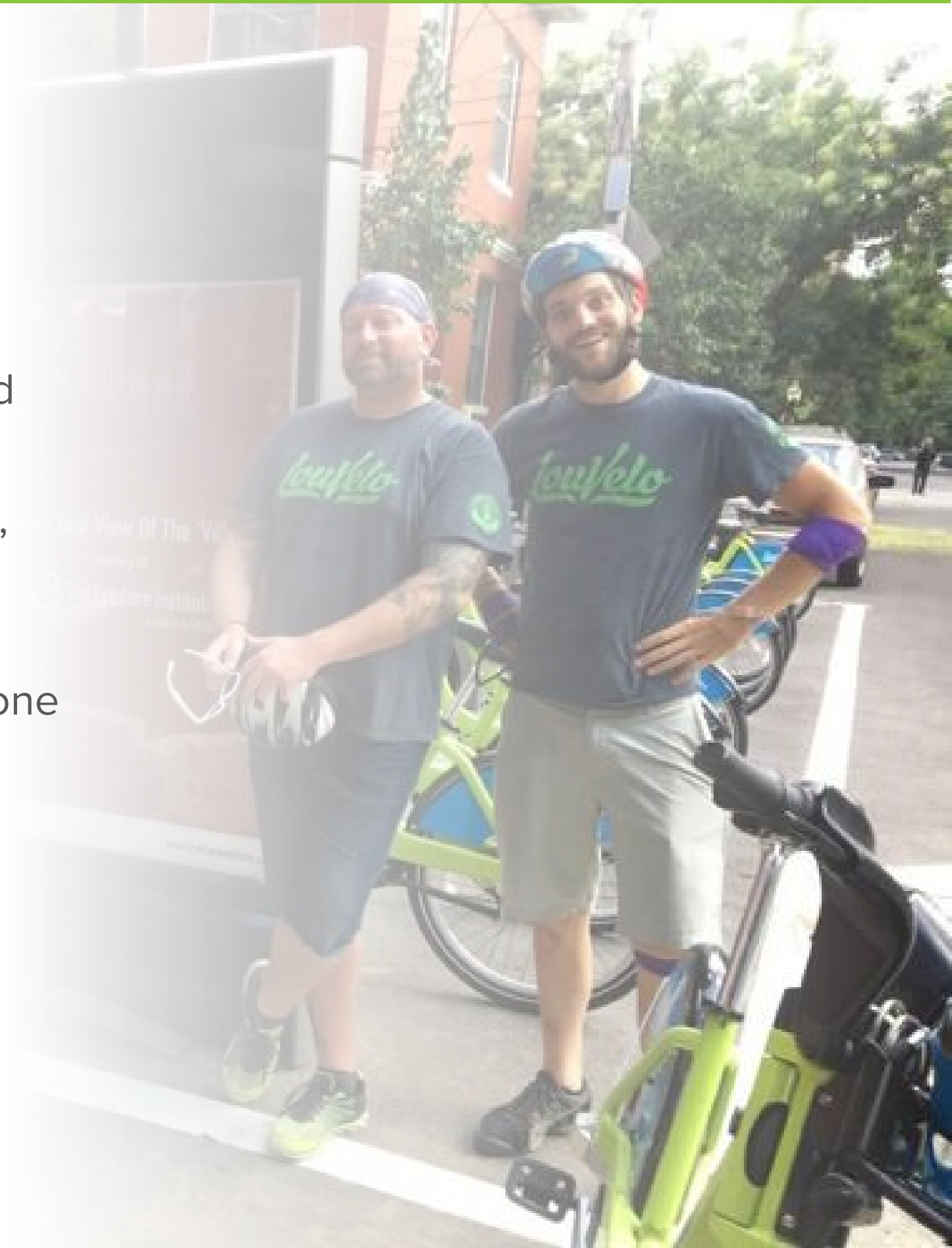


# Who Operates LouVelo?

## Customer service by Louisville natives

- Staff of Louisvillians is on the ground from 9am to 9pm daily
- Team Members Include: Rebalances, Lead Mechanic, Office Assistant & General Manager
- Offers 24/7 customer service by phone

**502.373.2500**





**WHAT DOES BIKE SHARE  
LOOK LIKE IN LOUISVILLE?**

# Pricing

**\$3.50**

per 30 mins

**PAY-AS-YOU-GO**

Each 30 mins

**\$7.50**

per 24 hours

**DAY PASS**

Unlimited 60 min rides\*

**\$15**

per month

**MONTHLY**

Unlimited 60 min rides\*

**\$10**

per month

**ANNUAL**

Unlimited 60 min rides\*

\*overage fees apply.



# OPERATIONS BUDGET

**\$500,000 to \$600,000**

per year

**WHAT DOES BIKES SHARE  
LOOK LIKE?**

**WHO USES BIKE SHARE IN  
LOUISVILLE?**



## North Slugger Field

Over **1580** bikes  
exchanged since May





## 4th Street Live Area

Over **1330** bikes  
exchanged since May





## Theatre District, Brown Hotel

Over **1120** bikes  
exchanged since May



# **REACHING OUT TO THE COMMUNITY**



## CUSTOMER LOYALTY PROGRAM

Partnered businesses offer special discounts only to LouVelo Annual, Monthly, and Founding Members, such as On Your Left Cycles, who offer 15% off helmets to members.

## HELMET PARTNERSHIPS

Businesses can partner with us to house and offer helmets to any LouVelo rider who asks for one.





# Fun Facts

Carbon offset by

**2,300lbs**

Calories spent

**150,000**

Equal to 766 doughnuts and  
500 cheeseburgers!





# Fun Facts

**8,000**

Total rides

**73**

Average riders per day

**3,800**

Miles ridden

*That's the same as a return trip from  
Kentucky to Mexico City!!!*





# Talk With Us

**Matthew Glaser**

General Manager, LouVelo

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THANK YOU

*LouVelo*

